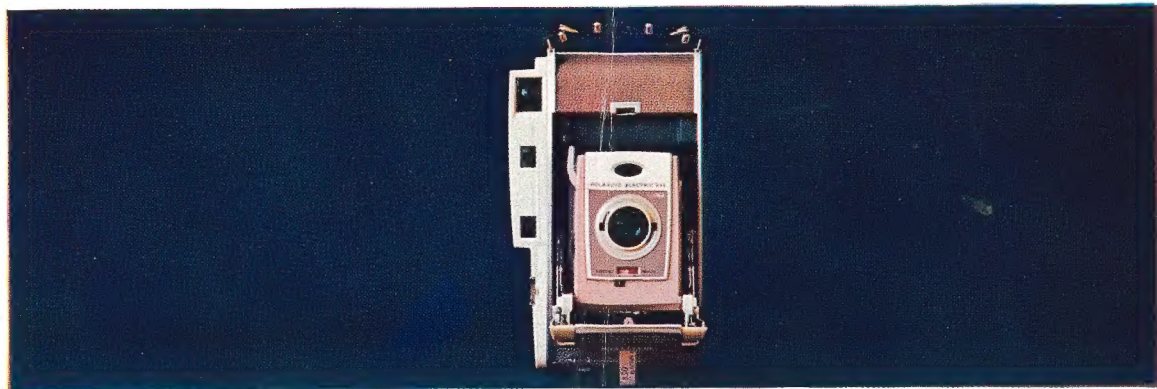
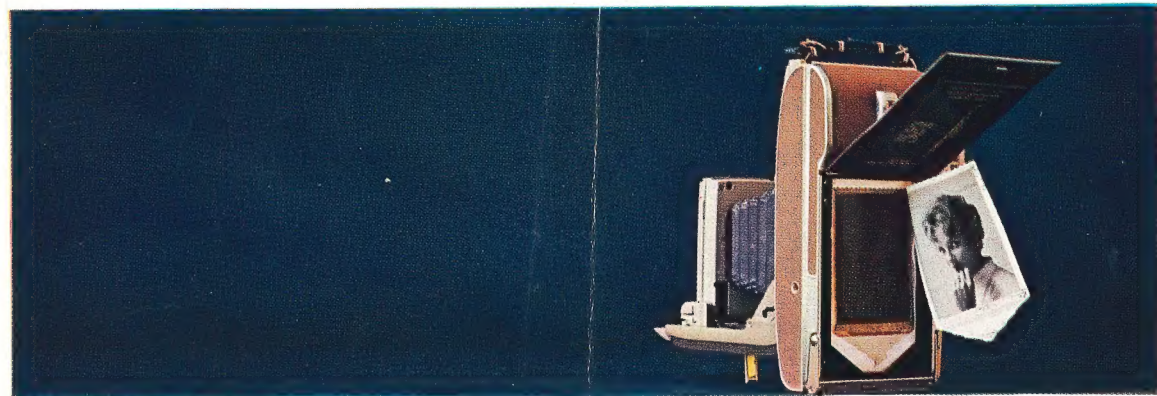


ELECTRIC EYE CAMERA



POLAROID



TEN SECOND PICTURES

**THE NEW POLAROID ELECTRIC EYE CAMERAS
—SO AUTOMATIC, SO RELIABLE THAT
EVERY PICTURE IS GUARANTEED!**

These are the cameras that *really* eliminate the guesswork in photography. They are fully automatic. The electric eye reads the light—whether outdoor sunlight or indoor lamplight, sets the lens opening, sets the shutter speed. Focusing and aiming is quick, precise. And ten seconds after you snap the shutter you see the finished picture—correctly exposed, sharp, and accurately framed.

GUARANTEED PICTURES

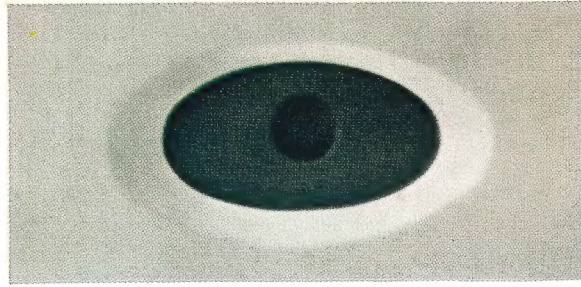
These new electric eye cameras are so foolproof that Polaroid can make this unusual guarantee: *if you don't get good pictures, you don't pay for them.* Any pictures which you, the camera owner, judge to be unsatisfactory—whether the camera, the film, or the operator is at fault—can be exchanged for free replacement film. This folder tells you how these cameras work so well, and why this guarantee can be made.

NEW MICRO EYE

A radically new electric eye (top left) is the nerve center of the camera. No bigger than the head of a paper match, it has greater sensitivity than the usual selenium cell that is 100 times larger. It "sees" accurately indoors in low-level lamplight as well as outdoors in bright sunlight. It automatically controls *both* the lens opening and shutter speed, over the full range of picture-taking situations.

OUTDOOR PICTURES

The film you will want to use in this camera is the most sensitive ever made for amateur use—3000 speed. Used outdoors, this super-speed film lets the camera operate at very fast shutter speeds (up to 1/600th second) and with very small lens openings (selected automatically by



ELECTRIC EYE



the electric eye). The result: the most beautiful picture you have ever seen—crisp, sharp from foreground to background, free of camera motion. That's why Polaroid can guarantee your satisfaction.

INDOOR PICTURES

Take this camera indoors, loaded with 3000 speed film. Clip on the repeating Polaroid wink-light to fill in any stray shadows. Then take pictures. The lens opens up automatically, the shutter slows down to the precise speed for correct exposure. Whatever the hour—noon or midnight—you can make pictures anywhere in the house. It's an experience you've never had before with any camera. And yet, isn't this what a camera should do? Many, if not most, of the pictures you want are found indoors, and these cameras are *guaranteed* to deliver them.

ALL IN TEN SECONDS

The most exciting feature of all is embodied in another new product—ten-second film. Loaded in the electric eye cameras (it fits all other Land Cameras as well), this film gives you a finished picture just ten seconds after you snap the shutter—not 60 seconds as before. The film produces better pictures than ever, too, with resolution increased up to 50 per cent.

Now that you can see your pictures in just ten seconds, you'll be surprised at the difference in the kinds and numbers of pictures you get. If you want just one picture, you take just one and see it right away. No waiting to use up a whole roll of film. If you want a series of pictures, you take a series, each one made only seconds apart. Ten-second film takes the bother out of photography, makes it so much fun, so much easier that you find yourself getting *all* the pictures you want.

And the pictures last just as conventional pictures do after you coat them with a tough plastic sealer that comes packed with every roll.

**CHOOSE FROM TWO ELECTRIC EYE MODELS
— BOTH GUARANTEED**

There are two models of the Polaroid Electric Eye Camera to choose from, the deluxe Model 900 and the new, lower priced Model 850. Each works automatically both indoors and out, through a wide range of light situations.

Polaroid Corporation is so confident of the reliability of these Electric Eye Cameras and the 3000 speed film, that it can guarantee to replace any defective picture. In fact, because these cameras are so simple to operate, it can guarantee *you* as a picture-taker. If you are unsatisfied with any pictures for any photographic reason, you may exchange them for replacement film without charge (8 pictures for a new 8-exposure roll of film). The guarantee covers two years of picture-taking, and requires

850 & 900

only that you use the Model 900 or Model 850 camera, the 3000 speed film, and the Polaroid wink-light for indoor pictures.

LOADING

All Polaroid Land Cameras load the same way — in seconds, with a dry roll of film. There is no threading — no chemicals to handle.

MAKING A PICTURE

After you click the shutter, you pull a paper tab

until it stops automatically. That's *all* you do. Ten seconds later, you open the door in the back of the camera and lift out the finished print.

FILM SPEED SELECTOR

You dial the speed of the film you are using when you load the camera. The Electric Eye Camera will handle films with speeds ranging from 50 to 6000 which includes the entire range of films now contemplated.

SCENE SELECTOR

To allow for changes in the quality of light in different locations, you may adjust the Scene Selector button for the location you want to photograph. Indoors you just set for "Day" or "Night", clip the wink-light to the camera and the eye does the rest. If you wish, you can lighten or darken your pictures as well.

OTHER FEATURES OF BOTH MODELS

- ★ Three-element lens, coated, anastigmatic and color corrected.
- ★ Synchronized for both regular and electronic flash and the Polaroid wink-light.
- ★ Large picture size: 3¼ inches by 4¼ inches.

THE MODEL 850

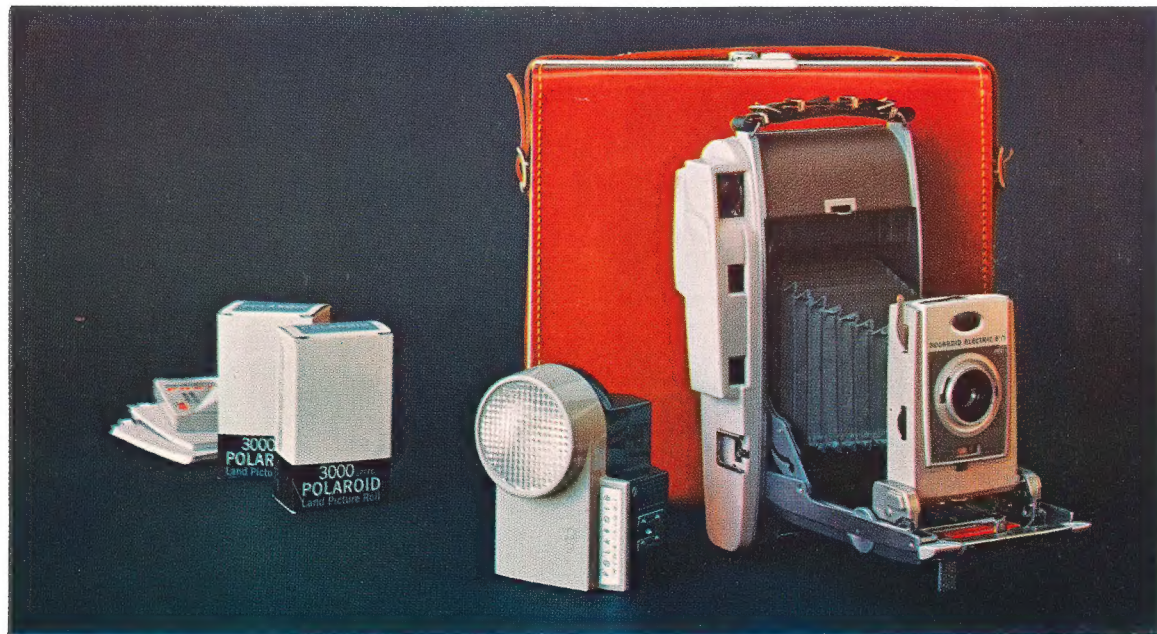
This is the newest, and lowest priced, Polaroid Electric Eye Camera. It has a coupled rangefinder, with separate optical systems for range finding and view finding. It is styled in middle gray textured covering with light gray accents and chromium trim. The complete kit (pictured at left) includes the camera, wink-light, top-grain cowhide case, two rolls of film, two pocket albums and a packet of Postcarders.



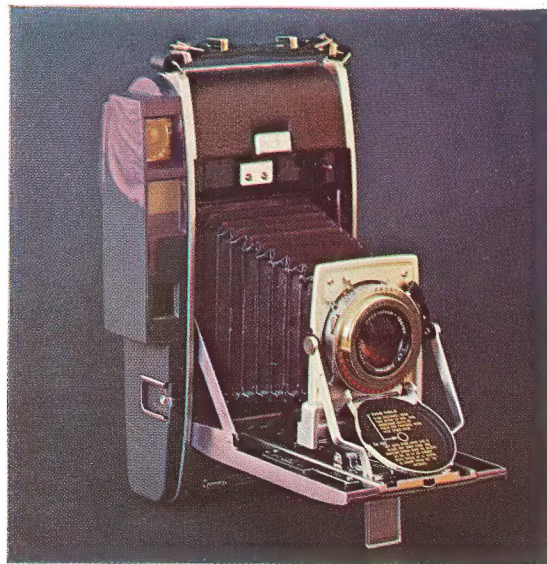
THE DELUXE MODEL 900

The finest electric eye camera made by Polaroid, the Model 900 has several deluxe features. Focusing and aiming is simplicity itself. You look through a *single* window for both range finding and view finding. Probably the most accurate offset optical finder ever made, the Model 900 viewfinder includes: 1) a viewing window that is large enough for anyone's eye, even with glasses; 2) automatic correction for parallax; 3) an illuminated frame around the scene that shows exactly what you will get in your picture. The rangefinder is coupled to the focusing wheel which is conveniently located for easy operation by your thumb. The image is right in the viewfinder scene.

This model is built with lifetime-lubricated bearings on the bridge-roller. Metal finishes are the finest obtainable, and styling is in handsome charcoal tones. The complete kit contents are the same as Model 850.



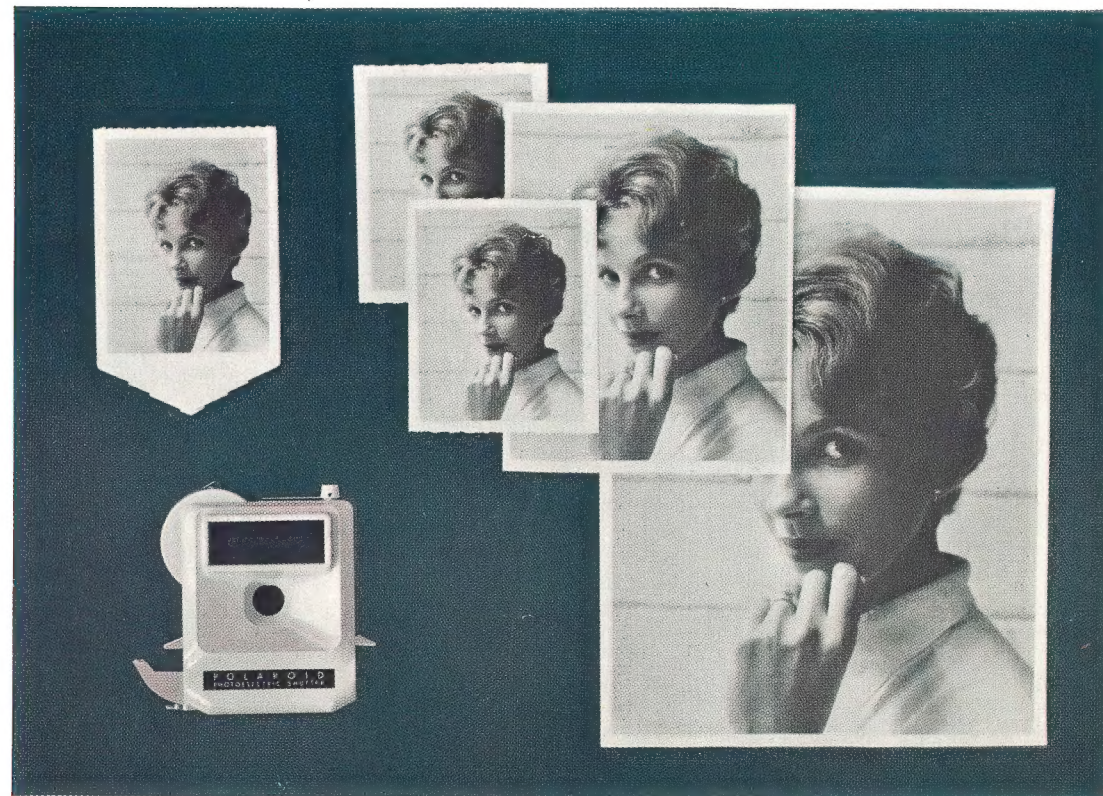
110B



This is the Land Camera for the professional or the skilled amateur who wants versatility and the broadest possible range. The huge four-element lens (German-made) has apertures from f/4.7 to f/45 plus a lens cap aperture of f/90 for extra depth-of-field, 20" to infinity. Prontor shutter speeds range from one to 1/300th sec., Time and Bulb. Other features include a 10 sec. delay self-timer, full synchronization for flash, electronic flash connector, EV number system, the same projected frame viewfinder and rangefinder as the Model 900 (left), and the same big picture size and construction details. The complete kit includes a camera, case, wink-light, two rolls of film, two albums and Postcarders.

The most popular camera in the line, the 800 combines versatility and moderate price. It has the same range of picture possibilities as the electric eye cameras, but without automatic control. Features include: the same rangefinder and viewfinder as the Model 850; synchronization for wink-light, regular flash or electronic flash; all die-cast body; construction and finish comparable to the Model 850; same picture size; ten year guarantee. A single dial sets both lens opening and shutter speed for easy, no-guess exposure setting. The 800 converts to electric-eye operation *outdoors* with the Model 440A Photoelectric Shutter (at right). The kit includes a camera, case, wink-light, two rolls of film, two albums and Postcarders.

800



POLAROID PHOTOELECTRIC SHUTTER

This electric eye shutter attachment is an independent unit that fits over the regular shutter of the Model 800 (and several other Land Camera Models, as well) and converts it to fully automatic operation for outdoor pictures. When used with Polaroid Land 3000 Speed Film outdoors, it eliminates the need for adjusting focus or exposure. All you do is aim and snap the picture. On dull days the shutter signals a warning if there is not enough light to take a picture.

COPIES AND ENLARGEMENTS

Beautiful, fast and inexpensive — copies and enlargements are easily available from the Polaroid Copy Service. There is a wide variety of sizes to choose from when you want your favorite picture enlarged. And you can order as many copies as you wish if you want to share a special snapshot. You just send in the original print. There is no negative to file away (or to lose). In most cases your order will be on its way back to you by mail the same day it is received.



YOU CAN TAKE PICTURES IN LIGHT THIS DIM WITHOUT FLASHBULBS

3000 speed film and the repeating wink-light make this possible for the Polaroid Land Camera. Together, these two remarkable improvements let you take pictures anywhere in your home by the light of a single lamp.

The 3000 speed film is so sensitive to light, it almost sees in the dark. Your regular room lamps provide the main source of light. The wink-light provides just enough fill-in light to erase shadows. Not a flashgun, the wink-light winks gently for 1000 pictures before you replace its small bulb and battery. It fits all Land Camera models. When you use it with the electric eye models, the correct settings are made *automatically* by the eye. Even when living-room light levels are very low, the wink-light alone will give adequate lighting for distances up to 7 feet or so.

WITHOUT THE WINK-LIGHT

The picture at right center shows the type of illumination found in most living rooms — bright light on the side of the face next to the lamp, shadow on the other side.

WITH THE WINK-LIGHT

The wink-light winks away the dark shadows (lower right). It is not the source light, but it insures a rounded, well-lighted picture.

